What is claimed is:

1. A liquid crystal display device comprising:

a light generating means for generating a light;

a light guiding means for guiding the light to a display means for displaying an image;

a reflecting means disposed under said light guiding means, for reflecting the light toward said light guiding means; and

a receiving means for receiving said reflecting means, said light guiding means and said light generating means,

wherein said receiving means comprises at least one boss at a bottom surface thereof, said at least one boss guiding a position of said light generating means and preventing said light generating means from being moved.

2. The liquid crystal display device of claim 1, wherein said receiving means comprises a first receiving container having a side wall and a bottom, said bottom comprising an opening to expose a rear surface of said reflecting means; and

a second receiving container being combined with said first receiving container for preventing said reflecting means, said light guiding means and said light generating means from separating from said first receiving container.

3. The liquid crystal display device of claim 2, wherein said bottom of said first receiving container comprises said at least one boss at at least one corner portion thereof, said at least one boss being spaced from said side wall of said first receiving container.

4. The liquid crystal display device of claim 3, wherein said boss is formed at four corner portions of the bottom of said first receiving container.

5. The liquid crystal display device of claim 2, wherein said reflecting means comprises a reflecting body portion, and a reflection portion extended from an end of said reflecting body portion with a predetermined length, and enclosing an outer face of said light generating means.

6. The liquid crystal display device of claim 1, wherein said reflecting means comprises a reflecting body portion, a first reflecting member extended from an end of said reflecting body portion and a second reflecting member extended from an end of said first reflecting member, said second reflecting member covering an upper portion of said light generating means.

7. The liquid crystal display device of claim 5, wherein said reflecting means comprises at least one first hole corresponding to said at least one boss on the bottom of said first receiving container, and said at least one first hole being combined with said at least one boss, guiding said reflecting means to a receiving position in said first receiving container.

8. The liquid crystal display device of claim 5, wherein said light generating means includes a lamp having a bending portion.

9. The liquid crystal display device of claim 8, wherein the lamp is

received between said at least one boss and said side wall of said first receiving container.

10. The liquid crystal display device of claim 8, wherein said reflection portion is extended from at least two adjacent ends of said reflecting body portion an upper face of said bending portion of said lamp being covered with an overlapped portion of said reflection portion.

11. The liquid crystal display device of claim 10, wherein said bending portion of said lamp comprises first and second bending portions and said reflection portion comprises first, second and third reflection portions extended from first, second and third ends of said reflecting body portion, respectively, and each of upper faces of said first and second bending portions being covered with overlapped portions of said first and second reflection portions and said second and third reflection portions, respectively.

12. The liquid crystal display device of claim 11, wherein a first end portion of said first reflection portion covering said first bending portion is extended longer than a first end portion of said second reflection portion.

13. The liquid crystal display device of claim 11, wherein a second end portion of the third reflection portion covering the second bending portion is extended longer than a second end portion of the second reflection portion.

14. The liquid crystal display device of claim 8, wherein said bottom of said

receiving means comprises a vent opening to discharge a heat generated from the lamp.

15. The liquid crystal display device of claim 2, further comprising a light controlling meanson said light guiding means, for controlling a brightness of the light emitted from said light guiding means.

16. The liquid crystal display device of claim 15, wherein said light controlling means comprises at least one diffusion sheet for enlarging a visual angle of the light emitted from said light guiding means.

17. The liquid crystal display device of claim 15, wherein said first receiving container comprises an isolation wall, said wall comprising at least one protuberance to guide a receiving position of said light controlling means.

18. The liquid crystal display device of claim 17, wherein said light controlling means comprises at least one protruding portion, said at least one protruding portion being partially extended from one end of said light controlling means and including a second hole, said hole being combined with said at least one protuberance of said first receiving container, preventing said light controlling means from being moved within said receiving means.

19. The liquid crystal display device of claim 15, wherein said second receiving container has a bottom including an opening for guiding the light emitted from said light controlling means to said display means, and a border defining said

opening, said border having a width to cover said at least one boss of said first receiving container.

20. The liquid crystal display device of claim 2, further comprising a top chassis, wherein said top chassis is combined with said first receiving container, for fixing said display means to said second receiving container, and said top chassis includes a bottom having an opening corresponding to an effective display area of said display means.

21. The liquid crystal display device of claim 20, further comprising a printed circuit board, wherein said printed circuit board is combined with a rear surface of said first receiving container, for controlling operations of said light generating means and said display means.

22. The liquid crystal display device of claim 21, wherein said top chassis comprises a combining portion partially extended from a side wall of said top chassis, and the combining portion is combined with a ground terminal of said printed circuit board.

23. The liquid crystal display device of claim 2, wherein said light generating means comprises a power supply line connected at opposite ends of said light generating means, for receiving a driving power.

24. The liquid crystal display device of claim 23, wherein said bottom of said first receiving container comprises an isolation wall spaced from said side wall of

said first receiving container, and said power supply line is guided through a space between said isolation wall and said side wall of said first receiving container.

25. The liquid crystal display device of claim 24, further comprising a light controlling means on said light guiding means, for controlling the light emitted from said light guiding means to provide said display means with a controlled light.

26. The liquid crystal display device of claim 25, wherein said isolation wall comprises an upper surface including at least one protuberance to guide said light controlling means to a receiving position.

27. The liquid crystal display device of claim 26, wherein said at least one protuberance is protruded from said isolation wall toward said side wall of said first receiving container, for preventing said power supply line received between said isolation and side walls from being released .

28. The liquid crystal display device of claim 26, wherein said light controlling means comprises a plurality of protruding portions at one end thereof, each of said plurality of protruding portions having a second hole and being combined with each of the plurality of protuberances, preventing said light controlling means from being moved within said receiving means.

29. A liquid crystal display device comprising:

a display means for displaying an image;

a receiving means for receiving said display means;

a power supplying means for providing a driving power to said display means; and

a printed circuit board having an opening into which said power supplying means is inserted and received.

30. The liquid crystal display device of claim 29, wherein said power supplying means is disposed at a back of said receiving means.

31. The liquid crystal display device of claim 30, wherein said power supplying means is a transformer for converting a power from outside into the driving power which is to be provided to said display means.

32. A liquid crystal display device comprising:

a display means for displaying an image;

a receiving means for receiving said display means;

a first printed circuit board disposed at a back of said receiving means, said first printed circuit board having a power supplying means for providing a driving power to said display means and a signal converting means for converting a signal which is to be provided to said display means;

a first connector installed on a second printed circuit board separated from said first printed circuit board, said first connector being connected to said power supplying means through a power supplying line for providing a power inputted from outside to said power supplying means;

a second connector installed on a third printed circuit board separated from said first and said second printed circuit boards, said second connector being connected to

said signal converting means through a data transmitting line for providing a data signal inputted from outside to said signal converting means;

a front case; and

a rear case combined with said front case to receive said display means,

wherein said front and rear cases respectively comprise:first and second openings for receiving said second and third printed circuit boards, respectively, and for exposing said first and said second connectors to be movable within said first and second openings.

33. The liquid crystal display device of claim 32, wherein said first printed circuit board includes a third opening in which said power supplying means is inserted and received.

34. The liquid crystal display device of claim 33, wherein said power supplying means is a transformer for converting a power from outside into the driving power which is to be provided to said display means.

35. A liquid crystal display device comprising:

a light generating means for generating a light;

a light guiding means for guiding the light to a display means for displaying an image;

a reflecting means installed under said light guiding means, for reflecting the light toward said light guiding means; and

a receiving means for receiving said reflecting means, said light guiding means and said light generating means,

wherein said reflecting means comprises a reflecting body portion, and a reflection portion, said reflection portion being extended from an end of said reflecting body portion with a predetermined length, and enclosing an outside of said light generating means.

36. The liquid crystal display device of claim 35, wherein said reflecting means comprises a first reflecting member extended from an end of said reflecting body portion and a second reflecting member extended from an end of said first reflecting member, said second reflecting member covering an upper portion of said light generating means.

37. The liquid crystal display device of claim 35, wherein said receiving means comprises:

a first receiving container having a side wall and a bottom, said bottom comprising an opening to expose a rear surface of said reflecting means; and

a second receiving container, being combined with said first receiving container, for preventing said reflecting means, said light guiding means and said light generating means from being separated from said first receiving container.

38. The liquid crystal display device of claim 37, wherein said bottom of said first receiving container comprises bosses at corner portions of the bottom, the bosses being spaced from the side wall of said first receiving container.

39. The liquid crystal display device of claim 38, wherein said reflecting means comprises at least one hole corresponding to the bosses, said at least one

hole being combined with said bosses, guiding said reflecting means to a receiving position.

40. The liquid crystal display device of claim 39, wherein said light generating means is an integral lamp having a bending portion and is received between the bosses and the side wall of said first receiving container.

41. The liquid crystal display device of claim 40, wherein said reflection portion is extended from at least two adjacent ends of said reflecting body portion, an upper face of said bending portion of the lamp being covered with an overlapped portion of said reflection portion.

42. The liquid crystal display device of claim 41, wherein said bending portion of said lamp comprises first and second bending portions and said reflection portion comprises first, second and third reflection portions extended from first, second and third ends of said reflecting body portion, each of upper surfaces of said first and second bending portions being covered with an overlapped portion of said first and second reflection portions and said second and third reflection portions, respectively.

43. The liquid crystal display device of claim 42, wherein a first end portion of the first reflection portion covering the first bending portion is extended longer than a first end portion of the second reflection portion.

44. The liquid crystal display device of claim 42, wherein a second end portion of the third reflection portion covering the second bending portion is extended

longer than a second end portion of the second reflection portion.